

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, SESSION 2017/2018

MLA1113 – MEDIA AESTHETICS (All Sections / Groups)

08 MARCH 2018
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of SIX (6) pages including this page. This paper contributes 40% to your final marks for the subject.
2. The duration of the examination is 2 hours (120 minutes) only.
3. This question paper consists of TWO sections:
Part 1 True or False - Answer **ALL** questions
Part 2 Short Essays - Answer only **FOUR of SIX** questions

Please write **ALL** your answers clearly in the **ANSWER BOOKLET** provided.

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Part 1 TRUE or FALSE**(10 x 2) 20%***Answer all questions in this section and print your answer clearly in the Answer Booklet.*

1. Aesthetic is a branch of philosophy, which studies sensorial-emotional values.

TRUE OR FALSE?

(2 pt)

2. Aesthetic judgement relies on our ability to discriminate at a sensory level. But it usually goes beyond sensory discrimination.

TRUE OR FALSE?

(2 pt)

3. Objectivist Aesthetic purposes a synthesis of reason, experience, culture and context as basis of aesthetic standards.

TRUE OR FALSE?

(2 pt)

4. Subjective aesthetics hold that judgement is a personal, unchangeable, and challengeable, and that all individual responses are equally valid.

TRUE OR FALSE?

(2 pt)

5. Benjamin wrote, "For the first time in the process of pictorial reproduction, photography freed the hand of the most important artistic functions which henceforth devolved only upon the eye looking into a lens. Since the eye perceives more swiftly than the hand can draw, the process of pictorial reproduction was accelerated so enormously that it could keep up with sound"

TRUE OR FALSE?

(2 pt)

Continued

6. One of McLuhan's famous quotes is "We become what we behold. We shape our tools and then our tools shape us".

TRUE OR FALSE? (2 pt)

7. The German at the turn of 19th to 20th century coined the word 'Zeitgeist' ('spirit of time') to explain their chronological history and how it affected the modern art.

TRUE OR FALSE? (2 pt)

8. During Renaissance period, Vitruvius Pollio denotes that his aesthetics is the beauty of arts lies in 'reflection' or imitation of nature and that 'beauty' is the harmonious proportion of the objective world.

TRUE OR FALSE? (2 pt)

9. Abstract Expressionism (1940-1960) often conveyed powerful emotions and shares an outlook characterized by a spirit of revolt against tradition and a demand for a spontaneous freedom of expression.

TRUE OR FALSE? (2 pt)

10. Principles of 'New Media' according to Lev Manovich is consist of numerical representation, modularity, automation, variability and transcoding.

TRUE OR FALSE? (2 pt)

Continued

Part 2 Short Essays**(3 x 20) 60%**

Answer only FOUR (4) of the following SIX (6) questions.

Answer all sections within the question and print your answer clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1:

1. Discuss your understanding of the aesthetics value of 'Expression' and the freedom and creativity of such expression for the self and for society. Explain how they are important issues in our contemporary world. You could refer to your community, culture, and society or country perspective as reference.

(20 pts)

Question 2:

2. Aesthetic is about appreciations of beauty. Discuss these statements below:

- a) Describe the five main themes of **Romantic Art** discussed in class.

(10 pts)

- b) Discuss your understanding of the Romantic Art and Expressionism in relation with the concept of **Subjectivist Aesthetics**.

(10 pts)

Continued

Question 3:

3. In the documentary "Ways of Seeing", John Berger refers to concepts developed by Walter Benjamin for his discussion on modern technologies, such as the broadcast television, printing and photography and the impact on traditional artwork.

Discuss your understanding of the following terms in the context used by John Berger:

- i. Image as Information,
- ii. Reproduction,
- iii. Manipulation

Provide examples to illustrate your points and explain how and what are the impact and consequences.

(20 pts)

Question 4:

4. Lev Manovich listed in his book, Language of New Media, the general principles of new media. They are **Numerical Representation, Modularity, Automation, Variability, and Transcoding**.

- a) Define and discuss these new media principles in your own words.
- b) Give relevant examples for each principle by using your own digital artworks e.g. animations, websites, digital installation artworks, product designs, virtual spaces, and others.

(20 pts)

Continued

Question 5:

Marshall McLuhan was influenced by the turbulent 1960s, when many new electronic forms of communication. His works includes *The Mechanical Bride* (1951), *The Gutenberg Galaxy* (1962), *Understanding Media: Extensions of Man* (1964), *The Medium is the Massage: An Inventory of Effects* [with Quentin Fiore] (1967), and *War and Peace in the Global Village* [with Quentin Fiore and Jerome Angel] (1968). Explain his theories regarding:

- a) Global Village
- b) Violence as Identity
- c) Medium is the Message

Provide examples to illustrate your points and explain how it relates to the present design culture.

(20 pts)

Question 6:

Describe and explain three different concepts of program in Viém Flusser's understanding on photography. Please give relevant examples to illustrate your understanding.

(20 pts)

End of Paper.